

IOWA MISSISSIPPI RIVER PARKWAY COMMISSION

June 12, 2014

Maquoketa, Iowa

ROLL CALL

- Commissioners Present: John Goodmann, Deb Jochims, Larry Kruse, Daniel Petersen, Edith Pfeffer, Jane Regan, Lori Roling, Jay Schweitzer, Scott Tunnickliff, and Lori Wallace
- Technical Committee Members Present: Mary Stahlhut IDOT, Shawna Lode & Amy Zeigler from the IA Tourism office
- Guests Present: David Dahlquist and Lowell Carlson from a local newspaper.

WELCOME & INTRODUCTION OF NEW COMMISSIONER SCOTT TUNNICLIFF

- John Goodman called the meeting to order at 10:12 at the Maquoketa, IA library

APPROVAL OF APRIL MEETINGS' MINUTES

- Jay moved and Larry seconded to approve the April 2nd minutes. Passed.
- The April 25th minutes should read, "John Goodman submitted a bid" instead of "David submitting a bill". Also, respell Hurstville. Jay moved and Larry seconded to approve the minutes with the aforementioned changes. Passed.

TREASURER'S REPORT AND APPROVAL

- (Attachment 1-Iowa MRPC Annual Budget) Mary said there is no money allocated for IA Byways Dues because they are reorganizing and not taking any money until probably next fall. We could move the extra money towards the CMP Project (Attachment 2) amount budgeted for next year.
- Larry moved and Jay seconded to accept the Expense Report. Passed.
- Jay moved and Lori W seconded to spend any remaining dollars of our 2013-2014 fiscal year budget before the end of month and it should be advanced to our 2015 budgeted CMP amount. Passed.

GENERAL REPORTS

- Bylaws Committee
 - Mary brought Attachment 3 dated 6/5/14 regarding a new response from DOT's AAG on MRPC operating procedure. We don't need bylaws or administrative rules, but rather this memorandum
 - Attachment 4 (Chapter 308) and Attachment 5 (House File 477 - Introduced
 - Jay will meet with his committee and discuss this information before bringing to a vote at our next meeting.
- Culture and Heritage Committee - Edith
 - We have our signs and she has a press release (Attachment 6 - For Immediate Release). Suzanne would like a copy of local articles. She has instructions to apply overlays.
 - Attachment 7 (GRR Network of Interpretive Centers). Please take one per IC per county. Visit your center(s), fill out and send to Edith and the National Office.

- Attachment 8 (Mississippi River Geotourism Stewardship Council)
- Attachment 9 (Recommendation from the MRPC Finance Committee)
- Attachment 10 (Byways of Iowa Sustainability Project)
 - This is an agenda of a meeting she attended.
- Attachment 11 (Iowa DOT Funded Project Development Process)
 - “How To Develop a Scenic Overlook”. This is the only category the National pays for. The DOT website has more information on this subject.
- Marketing Committee – Jane
 - At the National meeting the committee spent a lot of time on Nat Geo and websites.
- Transportation Committee
- Environment, Recreation and Agriculture Committee – Jay
 - At the National meeting there was a lot of discussion on fracking.

TECHNICAL MEMBER REPORTS

IOWA TOURISM UPDATE – SHAWNA LODE AND AMY ZEIGLER

- John has discussed with them their taking over our website.
- Shawna reported:
 - Amy works with digital marketing.
 - She has about 3,000 places/attractions.
 - Attachment 12 (IMRPC and Iowa Tourism Office Website Partnership)
- Larry moved and Scott seconded that we abandon our current website and switch to their website. Passed.
- David, Jane, John and Larry will work with Shawna and Amy.
- Share Attachment 13 locally, but the CVBs already have this. \$270,000 was put in this year. Shawna will ask if IMRPC could apply.

OLD BUSINESS

- MRPC Organization
- Schedule FY 2014 Commission Meeting Dates & Locations
 - Our next meeting we be held September 18th during the National Meeting September 17-19.
 - Tentatively we will meet the first Thursday of each quarter so after September, our next meeting will be December 4th.
- Tear Sheet and Iowa Byways Travel Guide Publications are available today for Commissioners to take back to their counties.
- Web Site
 - We should not cease or desist on entering website information as it will take some time to switch over.

NEW BUSINESS

- National Byways Meeting – Edith
 - The Iowa group would like to host the Spring 2016 Convention perhaps in NE Iowa. Jay moved and John and Larry seconded to participate in the Spring 2016 Convention. Passed.
- Great River Road Signage
 - Mary mentioned the IDOT needs to get a new consultant and new signs fabricated.
 - When the DOT needs signed agreements from local governmental agencies to continue the upkeep on the signs, etc., the MRPC will be asked to help.
- 2015-2016 Budget
 - See Attachment 14
 - We need a draft budget in by August 15 for 2016.
 - David and the CMP subcommittee will discuss the needs for CMP implementation. This will be confirmed by a vote at the September meeting. It was suggested to put \$150 into the budget for the Iowa Tourism Conference.
- Election of Officers for FY 2015
 - Larry moved and Scott seconded that we keep the same officers as is for one more year.
- 501C4 Status
 - We now have this.

GRR CORRIDOR MANAGEMENT PLAN

- Work Plan
- Stakeholder Meetings Report - David
 - Attachment 15 (IGGG CMP Update-Draft) This is the Executive Summary
 - Jay moved and Lori R seconded to take “Draft” off, fix typos and send this information out as final. Send to panelists, attendees and all stakeholders. Passed.
 - Attachment 16 (IMRPC Report of Spring 2014 Stakeholder Meetings/Supplement 4)
- The CMP committee met July 10th, not June 23rd or July 17th.

ADJOURN

- Adjourned at 2:15. Members were invited to tour the Hurstville Interpretive Center.

Respectfully submitted,

Debra J Jochims, Secretary